

Increasing School Breakfast Program Participation



Welcome!

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Road Map

METHODS

**CURRENT
PARTICIPATION**

**MESSAGES
THAT INCREASE
PARTICIPATION**

**OPPORTUNITIES
FOR PROGRAM
IMPROVEMENT**

**WRAP UP
AND
QUESTIONS**



Methods

Methods



22 Staff Interviews across all counties



92 Intercept interviews at 6 locations

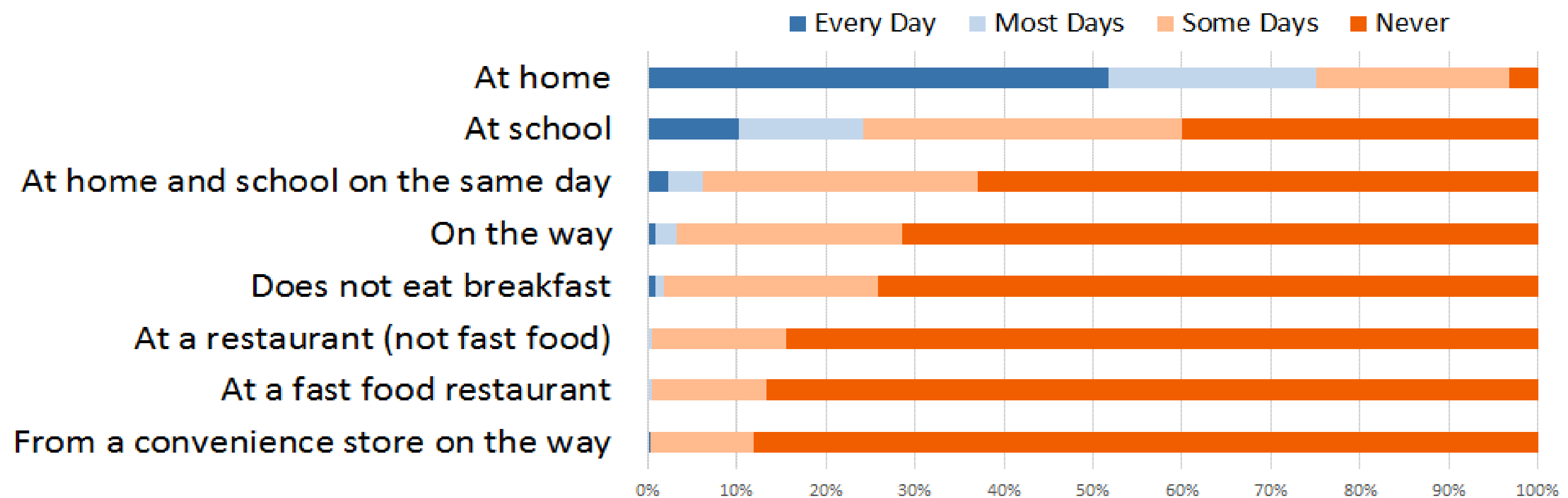


1,005 surveys across all counties,
15% response rate

Current Participation

Current Participation

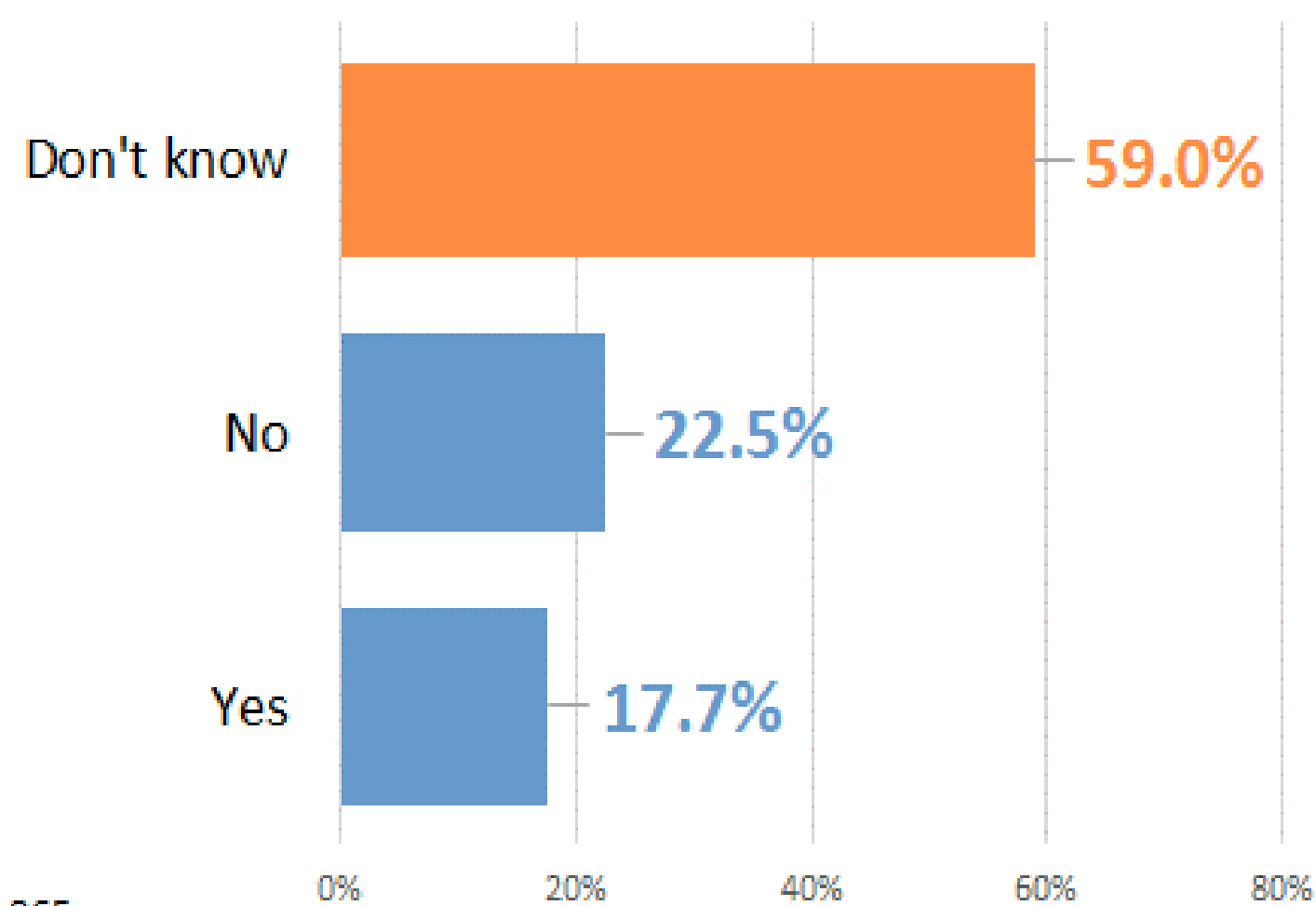
How often does your child eat breakfast...



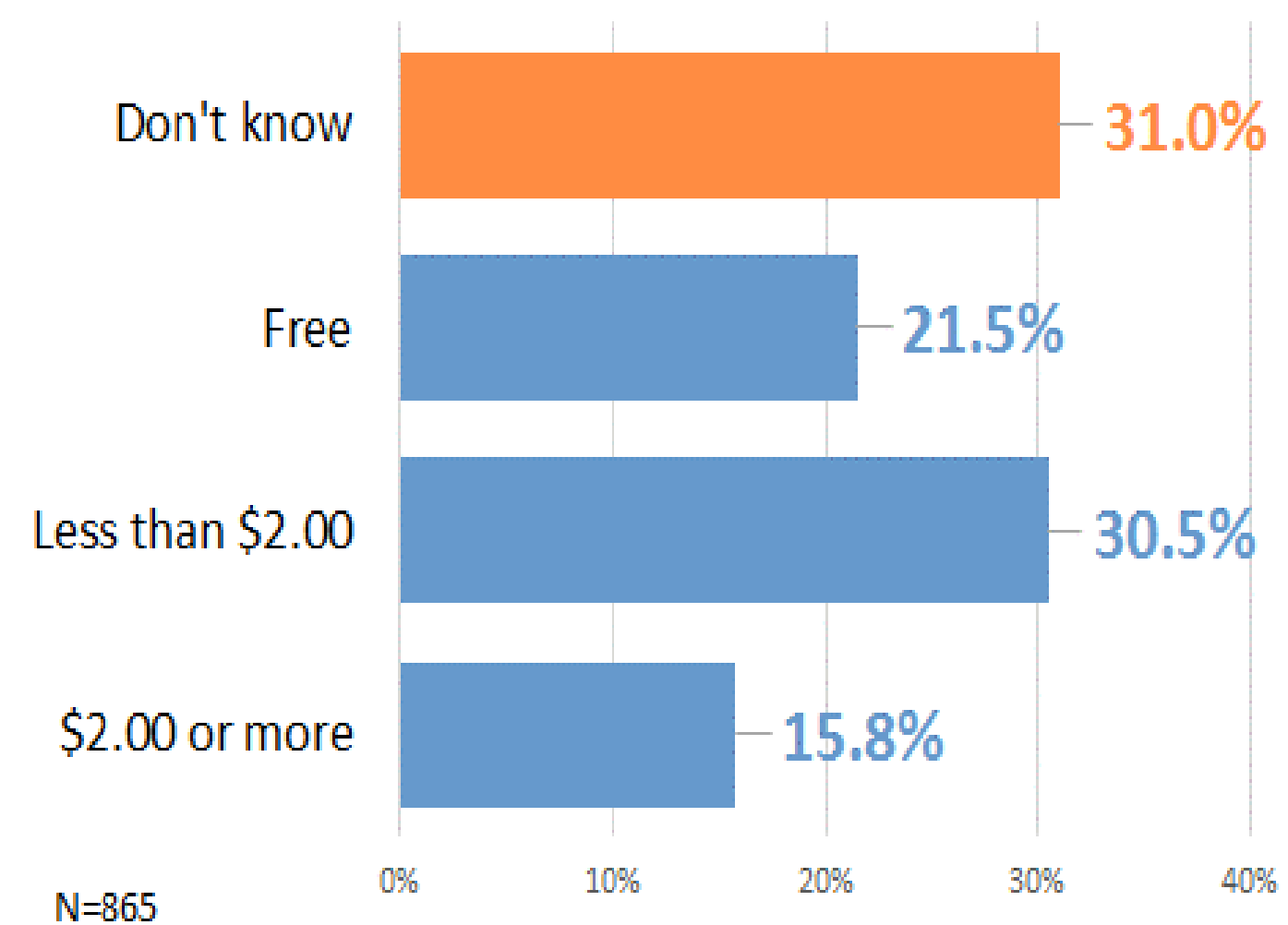
	At home	At school	At home and school on the same day	On the way	Does not eat breakfast	At a restaurant (not fast food)	At a fast food restaurant	From a convenience store on the way
Every Day	51.7%	10.2%	2.3%	0.9%	0.8%	0.1%	0.1%	0.3%
Most Days	23.3%	14.0%	3.9%	2.3%	1.0%	0.3%	0.3%	0.0%
Some Days	21.8%	35.9%	30.9%	25.4%	24.1%	15.1%	13.0%	11.7%
Never	3.2%	39.9%	62.9%	71.4%	74.1%	84.4%	86.6%	88.1%

Knowing the Details

If a child arrives late to school,
does the school allow them to eat breakfast?



How much does breakfast cost at your child's
school?



Messages that Improve Participation

Components of Participation

	Component				
	1 Parental Responsibility	2 Knowledge and Comfort	3 Logistics	4 Focus and Performance	5 Socialization
1. Parental Responsibility					
My child likes to eat breakfast at home.	0.69	-0.08	0.07	0.08	0.07
We eat breakfast as a family.	0.65	0.08	0.16	-0.03	0.02
As a parent, it is my responsibility to give my child breakfast.	0.63	0.10	0.07	0.09	-0.08
2. Knowledge and Comfort					
The school breakfast is fresh.	0.13	0.86	-0.09	0.04	-0.04
The school breakfast is healthy.	0.07	0.84	-0.11	0.06	0.09
School breakfast is convenient.	-0.15	0.59	-0.23	0.21	-0.12
My child likes the food served at school breakfast.	-0.06	0.50	-0.02	0.21	-0.44
I know what they serve for breakfast at school.	0.03	0.44	-0.17	0.03	-0.01
3. Logistics: Cost and Timing					
Having breakfast at school is too expensive.	0.05	-0.15	0.72	0.02	-0.17
School breakfast is for low-income families.	0.09	-0.17	0.71	-0.07	0.08
My child arrives after breakfast is served at school.	-0.01	-0.10	0.64	0.04	0.18
School breakfast starts too early.	-0.30	-0.10	0.62	-0.07	0.24
I don't have time to prepare breakfast in the morning.	-0.75	0.01	0.25	-0.06	0.02
My child doesn't have time to eat at home.	-0.70	0.05	0.19	-0.01	-0.03
4. Focus and Performance					
A good breakfast helps my child focus on their schoolwork.	0.13	0.17	-0.01	0.91	-0.11
A good breakfast helps my child's performance in sports.	0.08	0.14	-0.04	0.93	0.04
5. Socialization					
My child chooses to play with friends instead of eating school breakfast.	-0.03	0.06	0.16	0.02	0.80
My child likes to eat breakfast at school to spend time with friends.	-0.30	0.37	0.17	0.08	0.40
My child would be embarrassed to eat breakfast at school.	-0.07	-0.08	0.49	-0.03	0.55

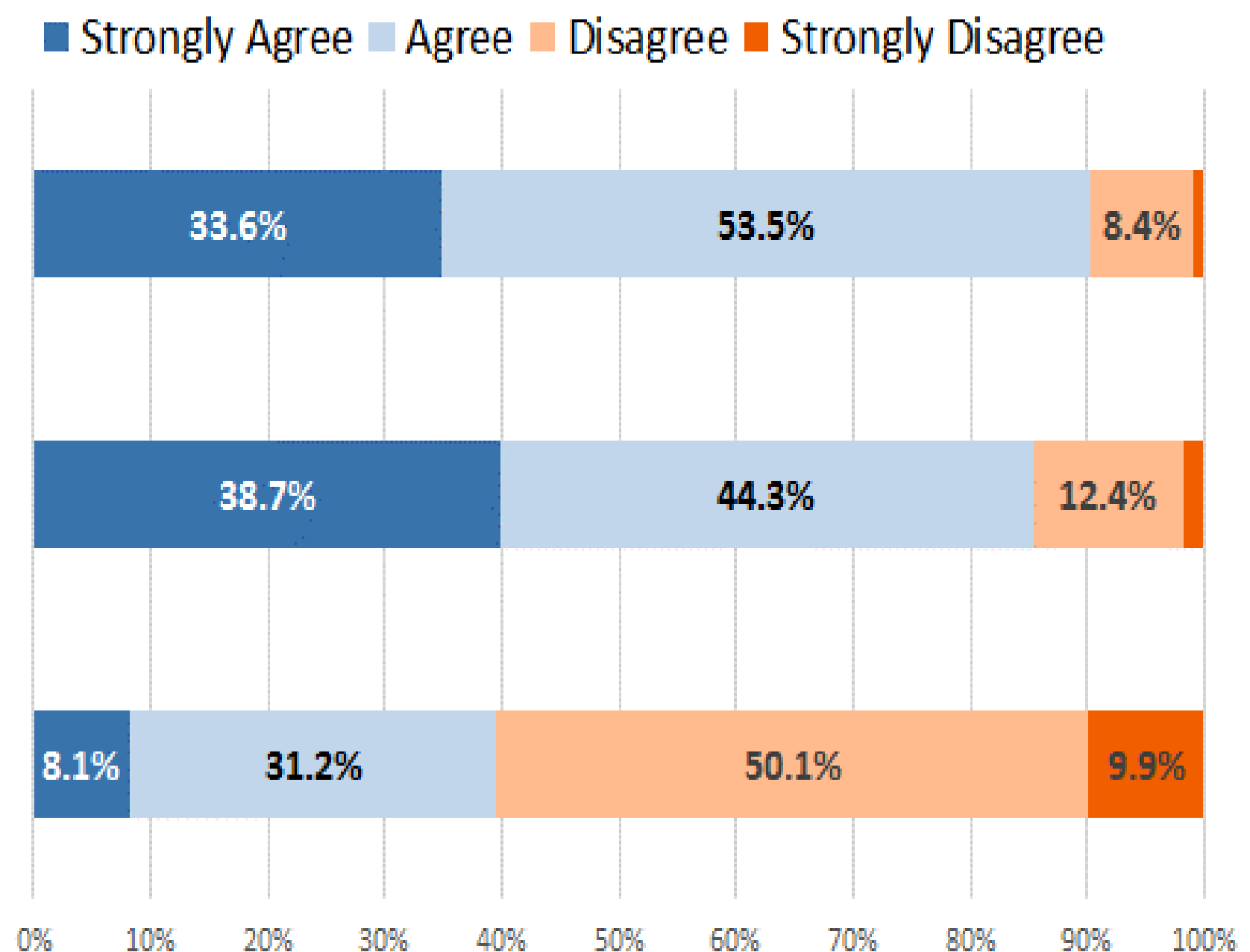
Parental Responsibility

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As a parent, it is my responsibility to give my child breakfast.

My child likes to eat breakfast at home.

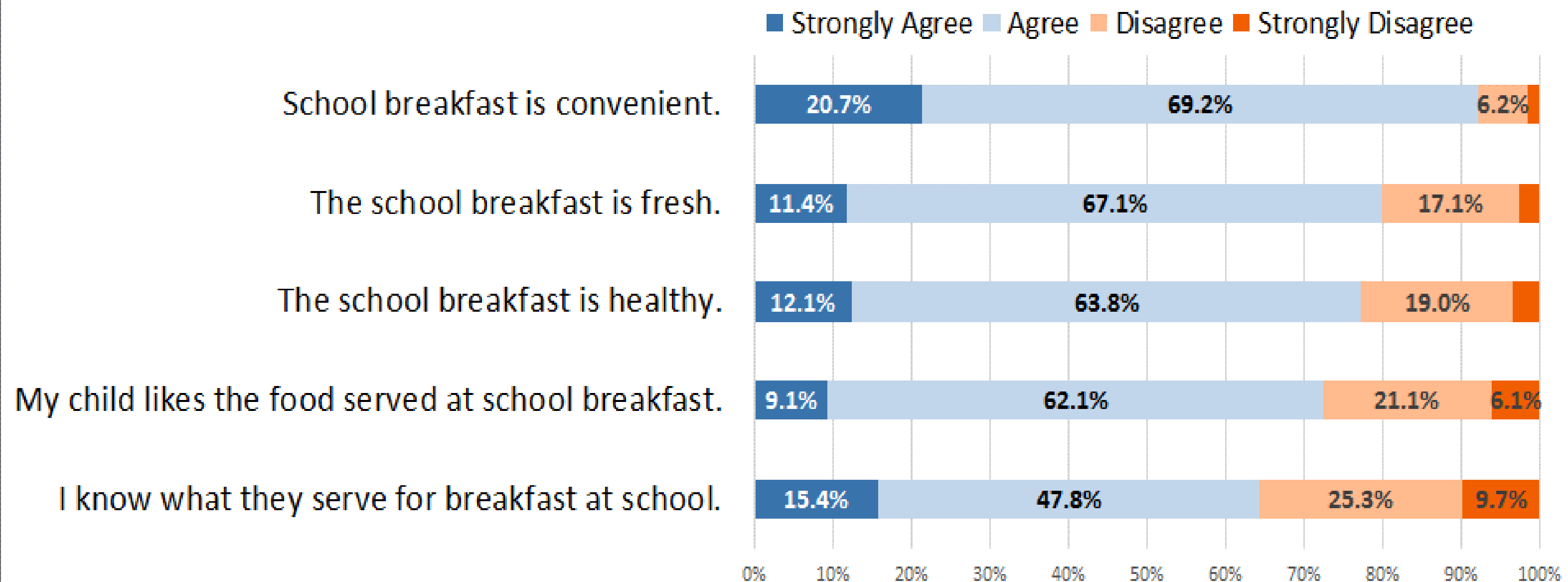
We eat breakfast as a family.



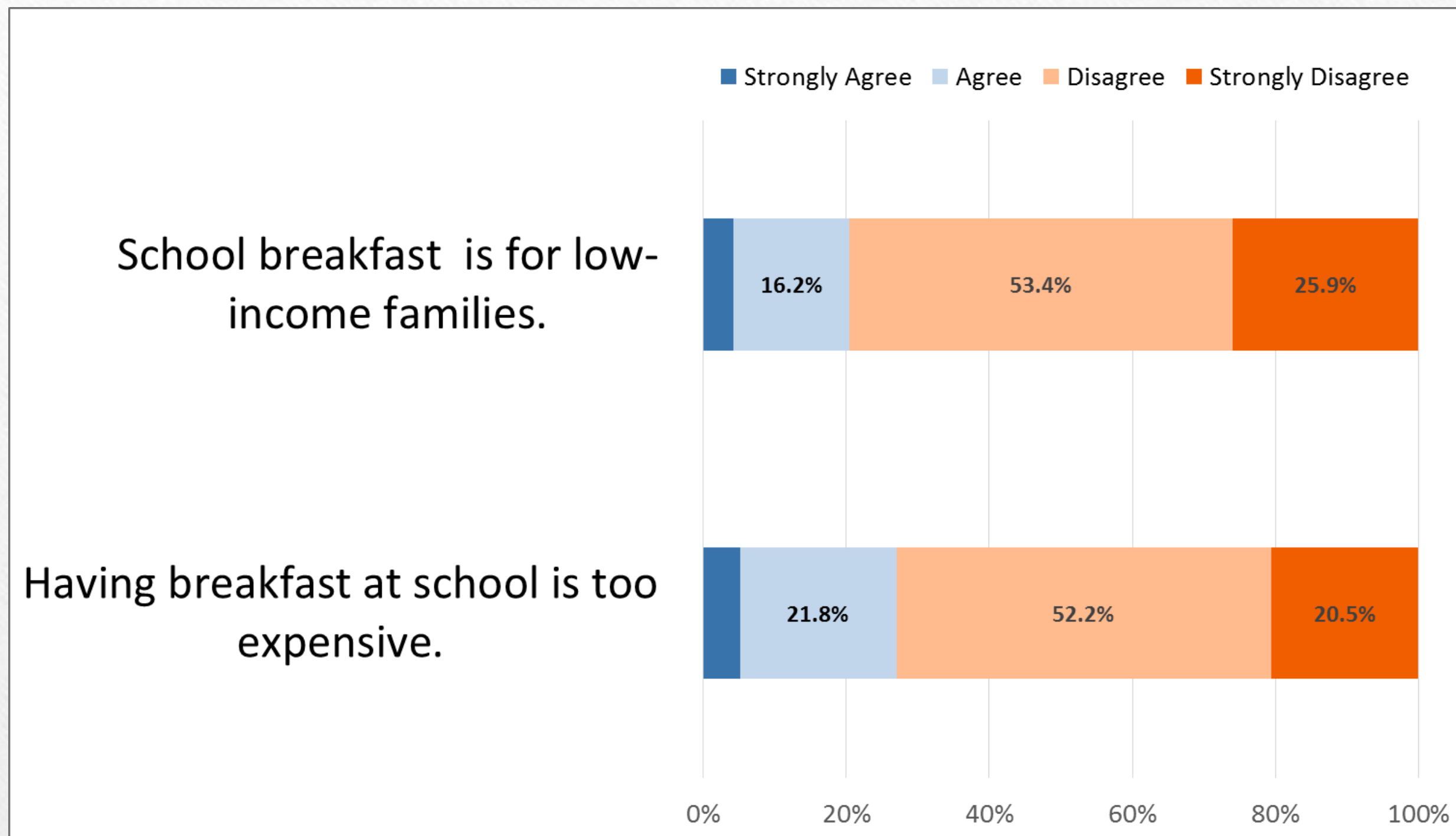
FOOD QUALITY:

KNOWLEDGE AND COMFORT

Knowledge and Comfort



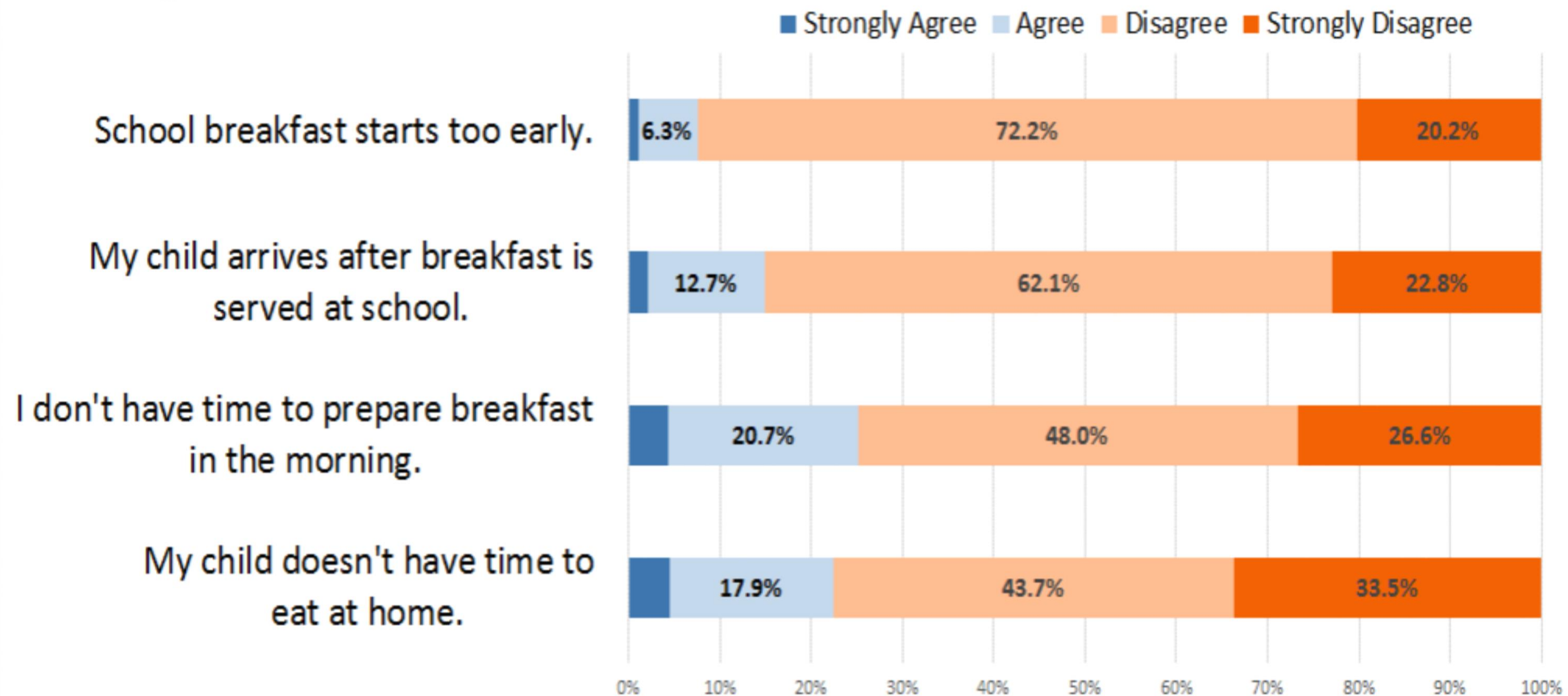
Logistics: Cost



“Once we did CEP where everybody eats free, our participation grew.”

Logistics: Timing

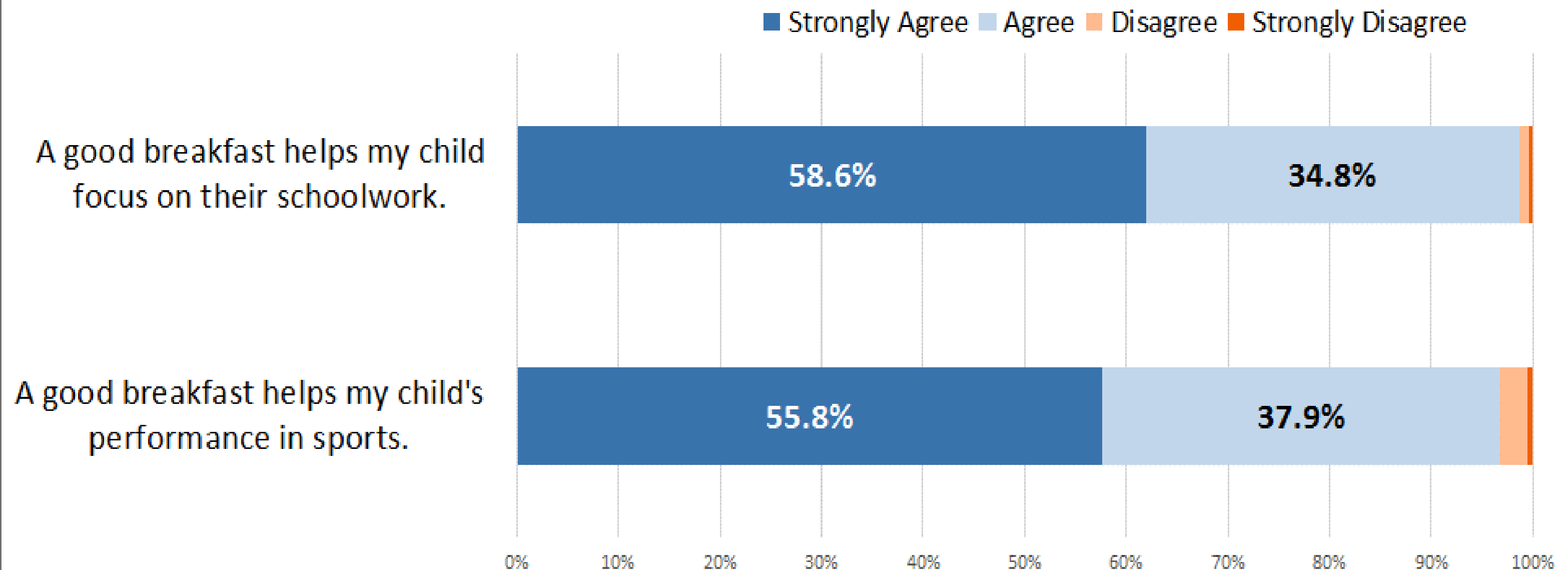
Timing



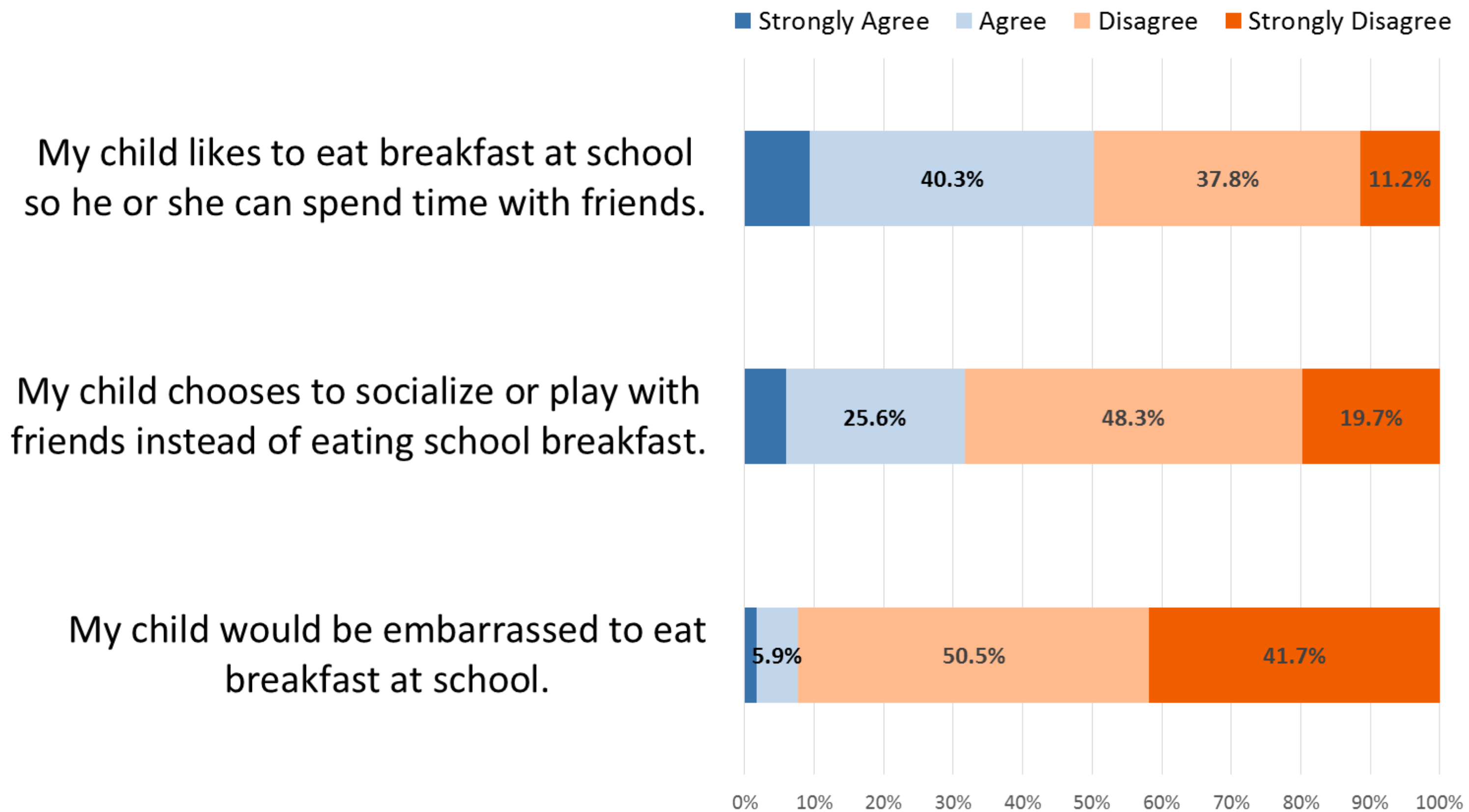
“There are two things controlling [lack of participation]. How the student feels about getting in line, waiting in line and trying to eat. And then from the other end, the teacher, whether they are accepting of the student who is maybe a little bit late to class because they came to the cafeteria for breakfast.”

IMPORTANCE OF A GOOD BREAKFAST

Focus and Performance



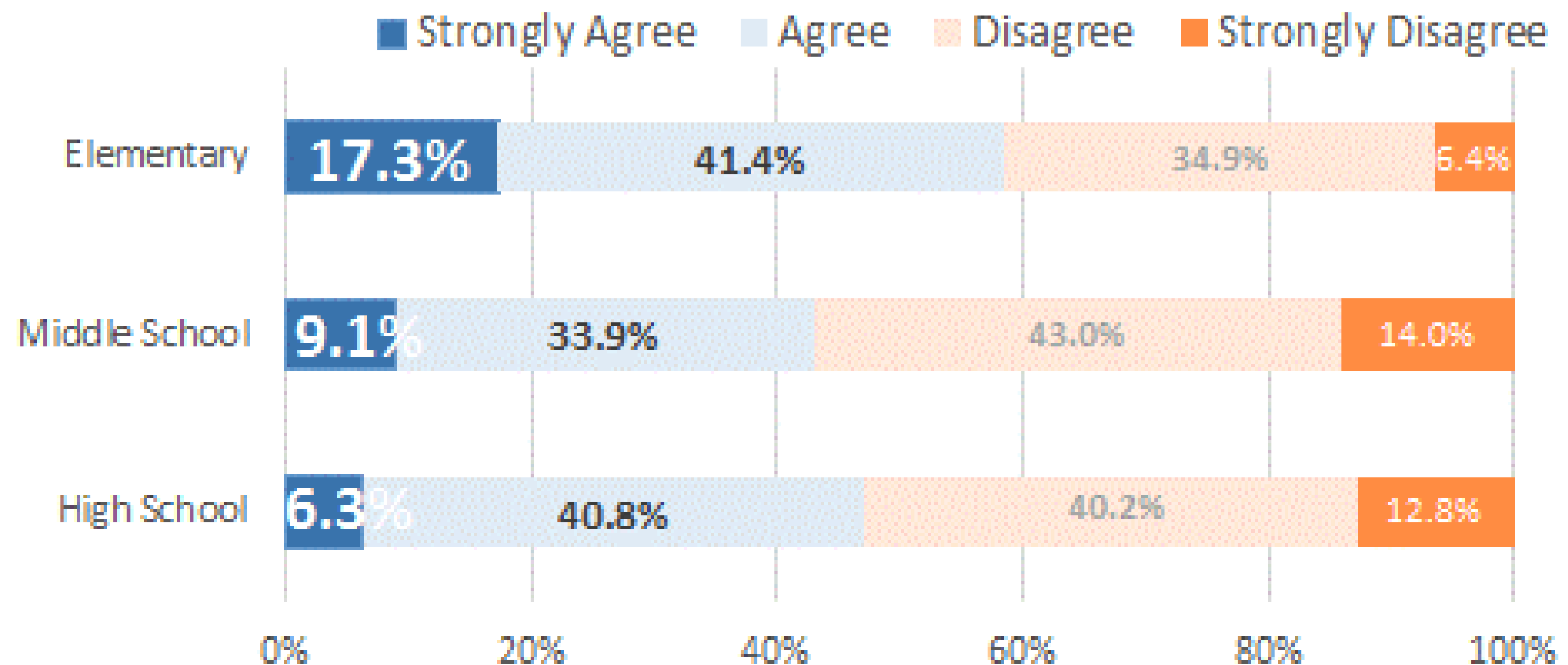
SOCIALIZATION



Socializing and School-level

My child likes to eat breakfast at school so he or she can spend time with friends.

By school level

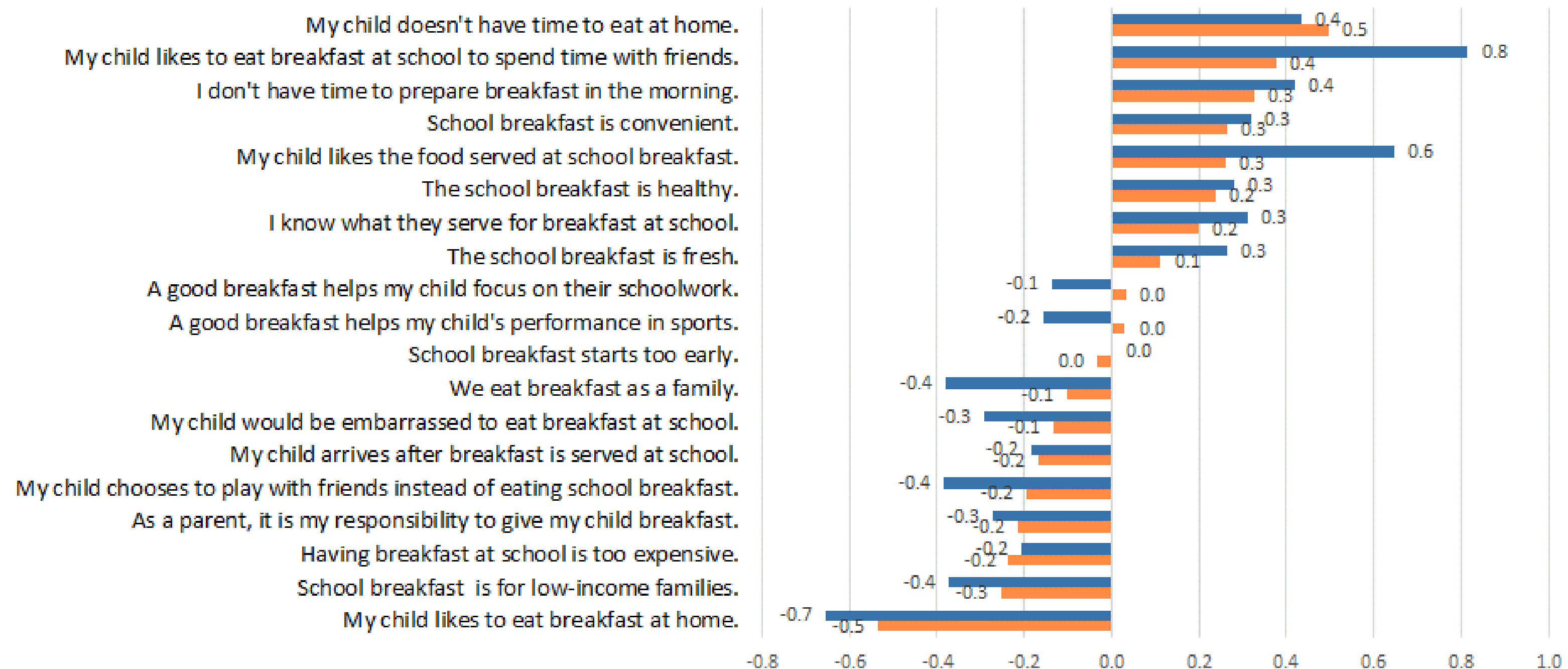


Nevers vs. Somes

Families of students who "never" eat breakfast at school vs. those who eat breakfast at school "some days"

■ Gap between "never" and "some", "most" or "every day"

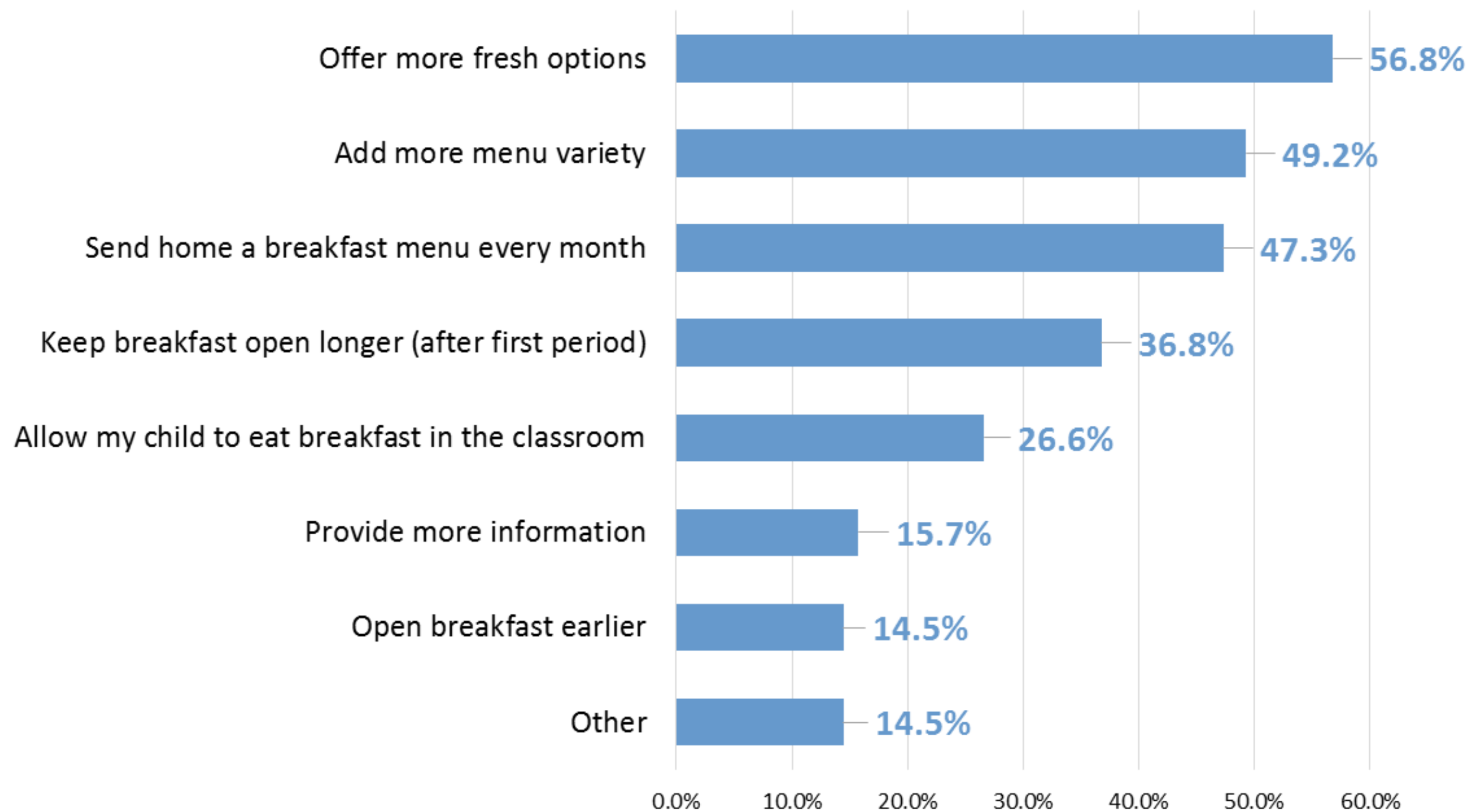
■ Gap between "Some days" and "Most" or "Every day"



Opportunities for Program Improvement

Parent Perceptions

What do you think would make the School Breakfast Program better?



Staff Perceptions

What Schools Can Do:

1. Teacher and Administration Support
2. Alter or Add Other Service Delivery Methods
3. Improve Communication

“I’d like to have more teachers participate. The more that our students can see adults investing, the more they tend to invest. The more adults that children see participating in anything is beneficial because they see it as legitimate.”

Staff Perceptions

What Maine DOE Can Do:

1. Information Materials and Marketing Campaigns
2. Greater Support and Engagement
3. Timing and Logistics
4. Secure Additional Funding
5. Trainings and Success Stories

“It makes a difference in kids learning. I have been in the same district for 27 years and when our food went to the healthier options, kids’ performance, their attention, their ability to focus, their ability to settle down: it all improved. I see the difference in their readiness to learn.”

Wrap up and Questions

Wrap Up and Questions

School Breakfast Program: Elements of a Good Message



Parental Responsibility

Make SBP participation compatible with the ideal of good parenting.

Invite parents to join students for breakfast!

Food Quality

Parents want to know food served is healthy and fresh.

Provide menus and nutrition education messages!

Cost and Timing

Parents who think SBP is too expensive or don't know when it's served won't participate.

Give time to eat and make it clear!

Importance of a Good Breakfast

Parents already know breakfast is important for their child's academic and sports performance.

Focus messages elsewhere!

Socialization and Friends

Students who like to eat breakfast at school with friends participate more.

Focus messages on the student!